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ENHANCING PREGNANT WOMEN'S BREASTFEEDING SELF-EFFICACY THROUGH ANIMATED EDUCATIONAL VIDEO INTERVENTION

Aan Fitri Ries Sutrisno Desi Trianita Pransisca Retno Asih

¹ RSUD Eka Candrarini, Surabaya, Indonesia ^{1,2,3} Department of Midwifery, STIKES Banyuwangi, Banyuwangi, Indonesia

Correspondence address: Jl. Letkol Istiqlah No. 109 Banyuwangi Banyuwangi, Indonesia Email: <u>afirs996@gmail.com</u>

Abstract

Background: The prevalence of exclusive breastfeeding remains low globally, with only 44% of infants receiving it during the first six months. One contributing factor is low Breastfeeding Self-Efficacy (BSE). In Indonesia, 56% of mothers have low BSE due to inadequate education, limited family support, and psychological challenges. Animated video-based education is considered effective in increasing BSE among pregnant women, potentially enhancing exclusive breastfeeding success. This study aimed to examine the effect of breastfeeding preparation education using animation videos on BSE in third-trimester pregnant women. Method: A quasi-experimental design with a pretest-posttest and control group was used. Seventy-four pregnant women (37 per group) at Tanah Kalikedinding Public Health Center Surabaya, in 2022, were selected through consecutive sampling and met inclusion criteria: gestational age 28–36 weeks, single healthy pregnancy, ability to use WhatsApp, Google Forms, and Zoom, and willingness to participate. Exclusion criteria included serious medical conditions or hearing/vision impairments. Data were analyzed using Mann-Whitney and Wilcoxon tests via SPSS25. Result: Results showed a significant increase in BSE in the intervention group (mean increase = 4.97) compared to a decrease in the control group (mean decrease = 2.49), with p = 0.000. Conclusion: In conclusion, animated video-based education effectively improves breastfeeding self-efficacy and may support the success of exclusive breastfeeding programs.

keyword: breastfeeding self-efficacy; educational video; breastfeeding preparation; pregnancy

INTRODUCTION

Breastfeeding is an important decision in order to provide the best nutrition for the baby, especially during the first six months of life. (Safer and Organization, 2010) Breast milk contains nutrients that are ideal to support the growth and development of the baby.(Ballard and Morrow, 2013) However, the prevalence of low breastfeeding success rates is still a challenge in various countries.(Zong *et al.*, 2021) Based on WHO data, only about 44% of babies in the world get exclusive breastfeeding during the first six months.(World Health Organization, 2023) One



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of the factors that affect the success of breastfeeding is *breastfeeding self-efficacy* (BSE) or a mother's self-confidence in her ability to breastfeed.(Ballesta-Castillejos *et al.*, 2020; Asimaki *et al.*, 2022) Research in Indonesia reported that about 56% of breastfeeding mothers had low levels of BSE, which is caused by a lack of education, lack of family support, and psychological constraints such as anxiety and fear of failure.(Titaley *et al.*, 2021)

Education during pregnancy plays a key role in preparing mothers to face the challenges of breastfeeding. (Kehinde, O'Donnell and Grealish, 2023) However, traditional educational methods such as lectures or the distribution of leaflets or posters are often less effective in providing in-depth understanding. (Hasanica *et al.*, 2020) The use of interactive educational media, such as animated videos, is becoming a more interesting and easy-to-understand alternative. (Knapp *et al.*, 2022) Animated videos allow the delivery of complex information to be simpler, visual, and easier to remember, so that it can increase the motivation and confidence of pregnant women. (Knapp *et al.*, 2022) A study shows that education with animated video media is effective in improving *sleep hygiene behavior* in pregnant women. (Asih, Pondaang and I'anah, 2024) Thus, animation-based education has great potential to increase the readiness of pregnant women in facing breastfeeding.

Studies show that *breastfeeding self-efficacy* has a direct relationship with breastfeeding success. (Morado Gonzales Jr, 2020; He, Yimyam and Namprom, 2022) Mothers with high levels of BSE tend to be better able to cope with challenges such as lactation difficulties, social pressure, or lack of support from family. In contrast, mothers with low levels of BSE often give up more quickly when faced with difficulties, leading to failure to provide exclusive breastfeeding. (Morado Gonzales Jr, 2020; He, Yimyam and Namprom, 2022) Data from surveys in Indonesia show that the main determinant of low BSE is lack of knowledge and social support. (Titaley *et al.*, 2021; Annisa, Lestari and Amir, 2022) Therefore, significant efforts are needed to increase pregnant women's self-confidence to breastfeed, one of which is through an educational approach that is more innovative and relevant to their needs, especially during the Covid-19 pandemic due to social restrictions. In addition, based on a preliminary survey in August 2022, it was found that the provision of education about breastfeeding

preparation at the Tanah Kalikedinding Surabaya Health Center was carried out through counseling and counseling by students who were interns and had not yet utilized animated video media.

This study aims to determine the effectiveness of education through animated videos about breastfeeding preparation for *breastfeeding self-efficacy in pregnant* women in the third trimester at the Tanah Kalikedinding Health Center Surabaya. With a visual-based educational approach, it is hoped that pregnant women will not only get information in the midst of Covid-19, but also feel more confident in facing the challenges of breastfeeding. The results of this research are expected to make a significant contribution in facilitating more modern education to support exclusive breastfeeding programs, as well as improving the health status of mothers and babies in the community. In the end, the implementation of this innovative educational media can be one of the solutions in overcoming the low rate of exclusive breastfeeding at the national and global levels.

METHOD

This study used a quasi-experiment using a control group pretest-posttest design with an intervention group that was given breastfeeding preparation education using an animated video with the title "Manfaat ASI dan Persiapan Menyusui (Benefit of Breast Milk and Breastfeeding Preparation)" on the https://youtu.be/LWd1672hUUQ?si=AI2hEKwTmoGTPJsB link with the IPR registration number: 000438905 and control groups were given breastfeeding preparation education in accordance with antenatal care (ANC) standards based on maternal and child health books (KIA).

This research was conducted in the working area of the Tanah Kalikedinding Health Center in Surabaya in January 2023. The population in this study is all pregnant women in the third trimester at the Tanah Kalikedinding Health Center in Surabaya. The samples in the study were taken from research subjects who met the inclusion criteria (pregnant women with a gestational age of 28-36 weeks, single pregnancy, healthy, able to operate *the whatss app*, *google form* and *zoom meeting*, willing to be research respondents) and the sample size was determined based on



the sample size formula, which was 37 samples for each group. The sampling technique used is *non-probability sampling* using *the consecutive sampling* method.

This study was conducted by entering respondents who had filled out informed consent, questionnaires on characteristics of pregnant women and pretests into the Whatss Apps (WA) group by separating the intervention and control groups. In the intervention group, an animated video of breastfeeding preparation was shown. On the first day, a video was played about the definition of breast milk, the benefits of breast milk, exclusive breastfeeding, types of breast milk and IMD, on the second day about breastfeeding preparation during pregnancy, breastfeeding techniques, breastfeeding position, breastfeeding duration, how to increase breast milk, signs of babies getting enough breast milk, on the third day about breastfeeding for working mothers, breastfeeding support and important things in preventing breastfeeding problems and a question and answer session was held at the end of each video screening and after 3 days of intervention given a posttest. In the control group, on the first day they were given directions to read the KIA book (2020 print) on pages 27 and 28 about breastfeeding in postpartum mothers, on the second day on page 29 about the correct way to breastfeed and the correct position and attachment of breastfeeding, on the third day on page 30 about how to express and store breast milk and were given a posttest after treatment on the third day.

To obtain permission from prospective respondents at the Tanah Kali Kedinding Health Center in Surabaya, the researcher visited each respondent separately. The researcher explained the purpose and purpose of the study, assured respondents that watching an animated video about breastfeeding preparation would not have a negative impact, and gave an informed consent letter to pregnant women there to participate in the study.

Data collection was carried out using a questionnaire instrument in the form of a *Breastfeeding Self Efficacy Short Form* (BSE-SF) questionnaire with 14 questions about the mother's confidence or confidence in breastfeeding with five answer choices, namely a score of 5 for a very confident answer choice, a score of 4 for a confident answer choice, a score of 3 for an unsure answer choice, a score of 2 for an unsure answer choice and a score of 1 for an answer choice that is very not believe, with a score between 14 and 70.

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Figure 1. Animated Video Captures Benefits of Breastfeeding and Breastfeeding

Preparation

Statistical tests were done using the SPSS 25 application. The data normality test used is the *Shapiro Wilk* test, the data is normally distributed if p > 0.05. Categorical data were analyzed using the chi-square or exact *Fisher* test. To compare the differences before and after the intervention, the data were analyzed using the Wilcoxon test. To examine the effect of the animated video on the intervention and control groups, the data were analyzed using *the Mann-Whitney* test.



RESULT AND DISCUSSION

The results of the analysis of respondents' characteristics based on maternal age, gestational age, education, occupation, income and parity can be seen in the table below:

Table 1. Characteristics of the Research Subject

	Intervention	Control		
Characteristic	n=35 (%)	n=36 (%)	p-value	
Age (years)	()	()	0,778***	
<20	3 (8,6)	3 (8,6)		
20-35	28 (80,0)	30 (83,3)		
>35	4 (11,4)	3 (8,3)		
Pregnancy age (weeks)	,	,	$0,730^*$	
28-32	26 (74,3)	28 (77,8)		
33-36	9 (25,7)	8 (22,8)		
Education			0,858***	
Under High School	7 (20,0)	7 (19,4)		
High School	25 (71,4)	27 (75,0)		
College	3 (8,6)	2 (5,6)		
Work			0,381*	
Not Working	23 (65,7)	20 (55,6)		
Work	12 (34,3)	16 (44,4)		
Income			0,357**	
\geq 4.300.000	32 (91,4)	35 (97,2)		
< 4.300.000	3 (8,6)	1 (2,8)		
Parity			0,893***	
Primigravida	15 (42,9)	16 (44,4)		
Multigravida/ Grandemultigravida	20 (57,1)	20 (55,6)		

Source: Primary data processed 2023

Based on table 1, it is shown that the description of the characteristics of the study respondents between the intervention and control groups did not have a significant difference with the statistical test value of p>0.05 in terms of age, gestational age, education, occupation, income and parity. These results indicate the homogeneity of the characteristics of the study respondents so that it is worth comparing.

^{*}Chi-Square, **Fisher Exact, ***Mann Whitney

Table 2. Breastfeeding Self-Efficacy (BSE) in both groups

Dunastina dina Cali Efficana	Groups			
Breastfeeding Self Efficacy (BSE)	Intervention n=35 (%)	Control n=36 (%)	p-value	
Pre			0,231*	
Mean (SD)	45,03 (7,827)	46,19 (11,081)		
Median	45	48		
Range	28-60	13-59		
Post			0,011*	
Mean (SD)	50 (7,581)	43,75 (11,284)		
Median	50	47,5		
Range	30-60	13-58		
Pre and Post Compariosn	0,000**	0,154**		
Increased BSE	4,97	-2,49		

Source: Primary data processed 2023

*Mann Whitney, **Wilcoxon

Description: SD = Standard Deviation

The results of this study show that providing breastfeeding preparation education using animated videos has an effect on *Breastfeeding Self Efficacy* in pregnant women in the third trimester. This result is strengthened by the results of Chan and Shafei's research which stated that there was an influence on education given during pregnancy on *Breastfeeding Self Efficacy* (p=0.01 in Chan's study and p=0.08 in Shafei's study).(Chan, Ip and Choi, 2016; Shafaei, Mirghafourvand and Havizari, 2020) Psychological or mental preparation is very important because the mother's positive attitude or decision to breastfeed must be instilled during pregnancy or before pregnancy as a process of carrying out a woman's nature.(Supeni, Jariyah and S, 2022) Information about the importance of breastfeeding from health workers increases the ability of mothers to fulfill their nature so that they are more confident in providing breast milk for their babies.(Hamnøy *et al.*, 2024)

Of the 100 pregnant women who have been involved since the recruitment of the study respondents, there are 26 pregnant women who refuse to be respondents with details of 9 respondents who do not have time to carry out research treatments, 7 respondents do not want to follow the procedures that will be carried out by researchers, 5 respondents do not have cellphones and WA numbers, 3 respondents will give birth by cesarean section and 2 respondents are not allowed by their husbands. So that in accordance with the calculation of the formula for the number



of samples to be studied, namely 74 respondents, there were 3 respondents who could not be contacted during the research treatment, namely 2 respondents from the intervention group and 1 respondent from the control group, so that there were 71 respondents who were correctly studied.

In the study conducted by Chan, there was a population of 223 pregnant women, only 118 were included in the inclusion criteria, but there were 47 respondents who refused to participate, including 31 respondents did not have time to participate in the study, 8 respondents refused to fill out questionnaires and 8 planned to give birth. So that there are 71 respondents who are correctly taken in this study. In the study conducted by Shafei, there was a population of 202 pregnant women, only 108 were included in the inclusion criteria, but at the time of the intervention, there were 2 respondents from the intervention group and 5 respondents from the control group were declared *dropout*, so that there were 101 respondents who participated in the study.(Chan, Ip and Choi, 2016)

The characteristics of the respondents in this study were almost the same as the study conducted by Chan and Shafei, with a gestational age of 28-36 weeks in this study, 28-38 weeks in the Chan study and a gestational age of the third trimester in Shafei's study. However, the difference is that in Shafei's study, the characteristics of the respondents came from the Middle East (Tabriz, Iran) and he only conducted research on mothers who had failed to breastfeed. Meanwhile, in this study and Chan's research, she came from Asia and did not include mothers who had failed to breastfeed in the inclusion criteria of the study. (Chan, Ip and Choi, 2016; Shafaei, Mirghafourvand and Havizari, 2020)

The duration of intervention in this study was much shorter than some other studies that have been conducted. This research intervention was carried out during pregnancy for 3 times in 3 days with a duration of 30-60 minutes using an animated video of breastfeeding preparation. In the study conducted by Chan, the intervention was carried out from the time of pregnancy to after childbirth by counseling during pregnancy together for 2.5 hours and counseling at 2 weeks postpartum (PP) by telephone. In the study conducted by Shafei, the intervention was carried out for 4 times during pregnancy with a span of 1 week for 60-90 minutes each session which was divided into several groups, namely 5-7

respondents for each group and in mothers who had problems while breastfeeding were given additional counseling interventions by telephone until they were consulted directly with a breastfeeding consultant until the fourth month postpartum. However, the provision of research treatment to the control group in the three studies was the same, namely given treatment in the form of routine treatment according to standards in health care facilities.(Chan, Ip and Choi, 2016)

This research step is clearer in terms of providing material to the intervention group. The animated video given to the intervention group in this study contains the definition of breast milk, the benefits of breast milk, exclusive breastfeeding, types of breast milk, IMD, breastfeeding preparation since pregnancy, breastfeeding techniques, breastfeeding position, breastfeeding duration, how to increase breast milk, signs of babies getting enough breast milk, breastfeeding in working mothers, breastfeeding support and important things in preventing breastfeeding problems and are given animated videos about the benefits of breastfeeding and breastfeeding preparations so that they can be played repeatedly by respondents. Meanwhile, in Chan's study, there was no explanation of the content of the counseling given to the intervention group and there was no material that could make the respondents remember the counseling. (Chan, Ip and Choi, 2016) The research conducted by Shafei also detailed the counseling materials provided to the intervention group, which included the benefits and combinations of breast milk, the psychological benefits of breastfeeding, breast structure and physiology, breastfeeding hormones, common reasons for breastfeeding termination and failure, common breast conditions and abnormalities, maternal nutrition during breastfeeding, and breast pumping tips and was given an instructional booklet at the end of the session.(Shafaei, Mirghafourvand and Havizari, 2020)

The research instruments used in this study are similar but modified by the inventor to be shorter. This study used the Brestfeeding Self-Efficacy Short Form (BSE-SF) questionnaire while the research conducted by Chan and Shafei used the Brestfeeding Self-Efficacy Scale (BSES) questionnaire.(Amini et al., 2019) This was done in this study due to time limitations, but the results of this study are still valid and have a decent research strength because they were carried out using



questionnaires with the same form that have been simplified by the discoverer. Then in the research, Chan and Shafei added a secondary research instrument, namely about breastfeeding problems, while in this study it was not used because this research was carried out only until pregnancy.

The BSE-SF questionnaire used in this study has been translated into Indonesian. Even though it has been validated to be used in Indonesia, there is 1 statement that has a very uncertain answer (STY), among which the most is statement number 7 which reads "I still feel comfortable when breastfeeding even though there are family members or other people around me". This may be related to the culture in Indonesia that upholds shyness, but it needs to be educated that breastfeeding can also be done even if there are other people around by covering using an apron or *nursing cover* when breastfeeding.(Amini *et al.*, 2019)

This research step can be said to be more complete than the research conducted by Chan and Shafei. In this study, BSE *pre-test* data was taken before the intervention was carried out. In Chan's study, there was no *pre-test* BSE data taken before the intervention, so it is not known the increase in BSE that was carried out after the intervention. In the study conducted by Shafei, BSE *pre-test* data was also not taken before the intervention, but he took BSE scores 3 times after the intervention, namely on the 15th day *postpartum*, 2 months *postpartum* and 4 months *postpartum* so that the increase that occurred after the intervention could be known.(Chan, Ip and Choi, 2016; Shafaei, Mirghafourvand and Havizari, 2020)

Researchers argue that the provision of breastfeeding preparation education since pregnancy must be carried out by health workers, especially midwives. The provision of education can increase mothers' knowledge and insight about breastfeeding so that it can increase mothers' confidence in breastfeeding.(Awaliyah, Rachmawati and Rahmah, 2019) Increased BSE will also increase success in breastfeeding, IMD and even exclusive breastfeeding. With this, the achievement of IMD and exclusive breastfeeding can increase and the infant mortality rate (AKB) can also decrease.

CONCLUSION AND SUGGESTION

To increase the achievement of more optimal exclusive breastfeeding, it is necessary to educate which is carried out during pregnancy online due to the limitation of direct contact due to the Covid-19 pandemic. The results of this study show that educational videos on breastfeeding preparation can increase maternal confidence in breastfeeding and increase breastfeeding success. Increased BSE will also increase success in breastfeeding, IMD and even exclusive breastfeeding. With this, the achievement of IMD and exclusive breastfeeding can increase and the infant mortality rate (AKB) can also decrease. So, providing education on breastfeeding preparation using animated videos during pregnancy can be a care plan in pregnancy midwifery services.

DECLARATION

Conflict of Interest

There is no conflict of interest in this research.

Authors' Contribution

All authors contributed to research and writing of the manuscript. The first author contributed more to the preparation of the manuscript, data collection, data analysis, and preparation of the manuscript. The second author contributed more to the preparation of the manuscript and review of the manuscript. The third author contributed more in reviewing the preparation of the manuscript, data analysis, and finalizing the manuscript.

Ethical Approval

Ethical approval of this research by ethics committee of STIKES Banyuwangi No. 027/01/KEPK-STIKESBWI/I/2023.

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Data Availability

If further study is conducted on this topic in the future, the researcher is open to being contacted, and we are prepared to assist with this.

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